

As the only statewide newspaper in Nebraska, the *Omaha World-Herald* serves more than 500 cities and towns.



The *Omaha World-Herald* Overhauls Technology Systems – Creates 24/7 Integrated Newsroom with SAXOTECH Mediaware Center

“We have felt through the selection, purchase, implementation, training and launch processes that we made the right choice for our content management system. We are looking forward to an excellent partnership going forward as we tackle the product innovations, creations and modifications needed to compete in our ever-changing news and advertising marketplace.”

Larry King, vice president, news and content, Omaha World-Herald.

Business Needs

The *Omaha World-Herald* (Omaha, Nebraska), with both morning and evening print products and www.omaha.com, needed a content management system to replace its legacy online and editorial systems that were proprietary and more than a decade old. They needed a system to help prepare their newsroom for the future – a system that could move them into a channel-agnostic world.

“We were looking for a content management system that would be efficient yet versatile,” said Larry King, vice president, news and content, *Omaha World-Herald*. “We needed a system that our staff could use with ease and confidence but that was sophisticated enough to produce multi-media content for our online and mobile digital products as well as our five editions a day, a metro zoned product and numerous niche publications.”

The *Omaha World-Herald* wanted a proven-built content management system so it could focus on creating and delivering the best products to its readers rather than rely continuously developing and maintaining two systems in-house. They wanted a managed hosting solution that would allow them to benefit from the latest technology and optimize their cost of content production. The *Omaha World-Herald* also needed a system that would allow them to share information and ultimately improve communications and workflow between their various channels. Lastly, the chosen solution needed to elevate the *Omaha World-Herald's* newsgathering and prepress production capabilities and bring all the different news departments together in a collaborative environment.

Selecting SAXOTECH

The *Omaha World-Herald* undertook a thorough selection process. The media company talked to numerous industry professionals regarding what systems they had considered and the advantages and disadvantages associated with each. After comparing the various systems available and the companies associated with each, the *Omaha World-Herald* selected the SAXOTECH Mediaware Center in combination with SAXOTECH Online. This integrated solution provides the *Omaha World-Herald* with the versatile and advanced publishing tools it needs to produce multi-media content for its multiple online, mobile and print products.

Jeff Carney, *Omaha World-Herald* assistant managing editor and leader of the CMS selection committee stated, "Why we went in search of a replacement CMS is obvious, we needed a single platform solution to get rid of our existing production silos. SAXOTECH's Mediaware Center will help prepare our newsroom for the future by giving us tools necessary to work in a channel-agnostic world."

A Proven-Built Content Management Solution

The SAXOTECH Mediaware Center, with its intuitive, feature-rich platform, and SAXOTECH Online as its front-end digital delivery system provides the *Omaha World-Herald* with the flexible and powerful solution they need to bring its print and digital publishing together. Through the SAXOTECH solution, the *Omaha World-Herald* can plan stories, manage content and allocate resources based on availability. This multi-channel workflow and content management solution allows the *Omaha World-Herald* to produce and share news content in a streamlined and collaborative environment, enabling its staff to realize greater efficiency and production speed. The *Omaha World-Herald* newsroom now has the ability to create, edit and manage content across multiple media channels and have a common repository for all of its media assets. In addition, they can easily organize story candidates, manage content and assign staff based on resource availability.

Innovative Features to Stay Competitive:

- Plan, create and publish content seamlessly to any channel
- Optimize planning and streamline workflows
- Open and collaborative work environment enabling better content production
- Reach audiences based on their preferences; Web, RSS, handheld devices or other rich media formats
- Ability to rapidly adjust to accommodate new publishing channels

The *Omaha World-Herald's* staff can now leverage the same advanced planning, writing and editing functionality for digital content as it uses for print content management. From a single user interface, its staff members can create, edit and publish content to the Web, small screens (iPhone, SMS, Kindle, iPad, etc.), email newsletters, digital syndication and print products. Page designers running either PCs or Macs can leverage the SAXOTECH Mediaware Center's tight integration with Adobe.

The *Omaha World-Herald* has the ability to optimize page production through the use of planned pages, allowing designers to assign predefined design and shapes. Through the use of the SAXOTECH Mediaware Center reporters can write content based on what has commonly been planned and pages can be paginated automatically, freeing up even more resources to focus on multi-channel content production.

In The Office or On Location

The *Omaha World-Herald* has a solution that its staff can access and use from anywhere. Media contributors can collaborate, check assignments, book resources, access materials and monitor development through final layout of both print and digital publications regardless of their physical location. The result is better quality and content for both print and digital channels and a tightly unified and efficient newsroom.

To learn more about the SAXOTECH Mediaware Center, or any other SAXOTECH product solution, visit the corporate Web site at www.saxotech.com.

About SAXOTECH

SAXOTECH helps media companies meet current and future challenges in the media landscape by providing cost efficient solutions for new business models based on multimedia, multi-channel consumer interaction. Our scalable, easy-to-implement solutions are used to plan, create, edit, design and publish content as well as drive online directories and serve display advertising through multiple channels. Our customers receive world-class implementation, training and support complemented by ongoing development of products and best practices. Today, SAXOTECH's solutions are in use by more than 600 news organizations around the world.

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